▼ Introduction to Mobile Commerce and Value Services Minitrack

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This joint minitrack on Mobile Commerce and Value Services is focused on mobile business models and value services. Foresight scenarios indicated already in the late 1990es that mobile commerce would become a mainstream business with the growing number of mobile phones in the world; the estimate now is that we will reach 3 billion mobile phones by 2008. The reasoning is simple: with a global technology platform and growing numbers of developed mobile services, mobile commerce will become a huge industry. The future development of mobile technology will rely on usable and valuable mobile services and the use of mobile services will be an integral part of the revenues to be generated by third generation mobile phones.

3G mobile phones and HSDPA mobile broadband networks have increased the possibilities of adopting new mobile services but are not actual drivers for the adoption nor do they explain why some services get adopted and others not.

Mobile value services are mobile services which are designed as functional adaptations to the user context in such a way that they make user actions and activities more effective and/or more productive and/or working with less cost and/or possible to carry out with less use of resources and/or able to simplify user routines in such a way that all the previous effects will be realized. The mobile value services designs (methods and models) aim at services which will expand the limits of the possible in the structure of everyday life, which will contribute to making them everyday routines for the general population, i.e. services which will be used continually and as part of regular activities.

Critical points for developing a good mobile service include ease of use, usability, service discovery, and access to services over networks and channels, personalization and context awareness in services, interoperability of services, etc. From a user perspective appropriate and transparent pricing methods are important as are adequate means for security and privacy. The issues at the core of the this minitrack are to develop value-added content, business models and technologies, which can create key mobile features and serve as drivers for a (hopefully) growing market demand. The guiding principle is to identify and build mobile value services which satisfy the Braudel rule, which state that services will become value services when they have the capability to expand the limits of the possible in the structure of everyday routines.

This joint minitrack hosts six papers covering different aspects of mobile value services and business models. Together, these papers present a snapshot of emerging issues relevant to the field.

The papers are as follows: “Lost Opportunity—Why Has Dominant Design Failed to Emerge for the Mobile Payment Services Market in Finland,” by Tomi Dahlberg, Milla Huurros, and Antti Ainamo; “Investigation of Factors That Have Impacts on Usage Increase and Decrease of Mobile Data Service,” by Ho Geun Lee, Sang Hoon Lee, and Bongsik Shin; “Are Mobile Payment and Banking the Killer Apps for Mobile Commerce?,” by Xiangpei Hu, Wenli Li, and Qing Hu; “Emergent Distributed Narratives in Spatiotemporal Mobility: An Exploratory Study on Mobile 2.0 Services,” by Iis Tussyadiah, Youngjin Yoo, Daniel Fensenmaier, Timo Saari and Ingvar Tjøsheim; and “Making the Fun of Fishing Legal with Mobile Value Services,” by Christer Carlsson, Arild Havnen and Pirkko Walden.